

# JAMES TAYLOR

## COVERS

12 BRAND NEW RECORDINGS OF SONGS BY  
NOTABLE ARTISTS REINTERPRETED BY  
JAMES TAYLOR AND HIS BAND.

James Taylor is **ONE OF THE MOST RESPECTED AND SUCCESSFUL ARTISTS IN THE HISTORY OF POPULAR MUSIC**

He has **SOLD MORE THAN 40 MILLION ALBUMS** in his career

His last CD, 2007's "One Man Band," **ACHIEVED GOLD SALES STATUS!**

### 5-TIME GRAMMY AWARD WINNER

**PRESS:** Taylor will be appearing on **GOOD MORNING AMERICA** on both Sept. 15 and 30. Additional press/appearances that have been confirmed include: **TIME MAGAZINE, ROLLING STONE, VANITY FAIR, LARRY KING** and **LATE NIGHT WITH DAVID LETTERMAN.**

**TELEVISION ADVERTISING:** A 60:sec and 120:sec Direct Response TV campaign will run between Sept. 15 to approx. Dec. 7. Ads will run in local broadcast markets as well as the following national cable outlets: **BIOGRAPHY, HISTORY, CMT, OVATION, WE, FOX NEWS, DISCOVERY, BBC AMERICA** and more. In addition, a 30:sec TV ad campaign will be conducted during the first two weeks of release. **NATIONAL AIRINGS** will take place on **THE VIEW, CBS SUNDAY MORNING** and **MARTHA STEWART.** TOP 10 DMA airings will be take place on **GOOD MORNING AMERICA, LIVE WITH REGIS & KELLY, THE ELLEN DEGENERES SHOW** and more.

**PRINT ADVERTISING:** Half page ads will run in the Sunday Sept. 28 editions of both **THE NEW YORK TIMES** and **THE LOS ANGELES TIMES.** A third-page ad will run in **NEW YORKER** magazines Oct. 6 issue.

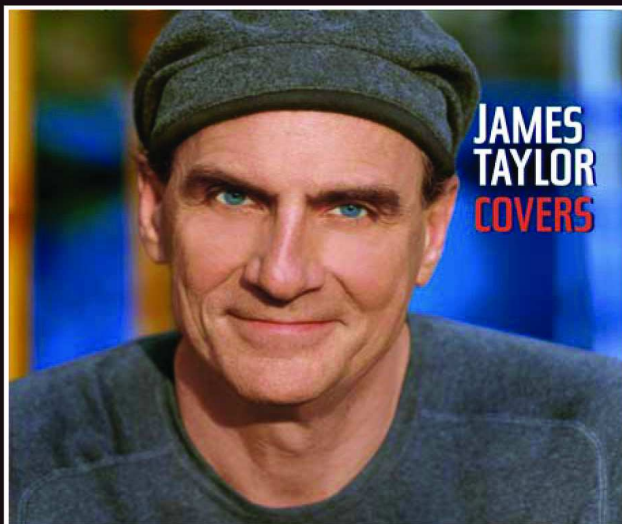
**RADIO:** First single is "I'm Growing." Full servicing to **MAINSTREAM AND SECONDARY ADULT CONTEMPORARY STATIONS** (500 outlets) and **COMMERCIAL AND NON-COMMERCIAL AAA** (375 outlets). A **NATIONAL UNDERWRITING CAMPAIGN** will take place on NPR week of release on the following programs: **MORNING EDITION, ALL THINGS CONSIDERED, FRESH AIR** and **WAIT, WAIT, DON'T TELL ME!**

**LIFESTYLE:** United Airlines: Video to air in main cabin screens for October; Laemmle's Theatres: audio track in all 88 theatres (Oct/Nov); Landmark Theatres: audio track in 56 theatres/208 screens (Oct/Nov); Movie Tunes: 30:sec video spot in 2,730 theatres (Oct/Nov); Street Team Promotions: Window poster display campaign in **NEW YORK & BOSTON** for 8 weeks.

**ONLINE MARKETING:** A **FULL SCALE CAMPAIGN** is scheduled and will include the following key online marketing techniques: securing prominent positioning and product reviews on major portals, grassroots marketing via specialist websites and blogs, online promotions such as contests and giveaways, and more.

**JAMES TAYLOR'S TOP 10 SALES MARKETS** (in order): New York, Los Angeles, Boston, Chicago, Philadelphia, Washington DC, San Francisco, Atlanta, Denver, Dallas.

**JAMES TAYLOR HOME MARKET:** Boston, MA



### SELECTIONS:

01. **It's Growing**
02. **(I'm a) Road Runner**
03. **Wichita Lineman**
04. **Why Baby Why**
05. **Some Days You Gotta Dance**
06. **Seminole Wind**
07. **Suzanne**
08. **Hound Dog**
09. **Sadie**
10. **On Broadway**
11. **Summertime Blues**
12. **Not Fade Away**

www.hearmusic.com  
www.jamestaylor.com



Artist/Title: **James Taylor/Covers**

Street Date: **September 30, 2008**

Order Due Date: **September 10, 2008**

Notes:

Genre: **Pop / Rock** • Label: **Hear Music** • Price Code: **C18** • Box Lot: **35** • Packaging: **Digi - 1 disc**

CD Selection Number:  
**HRM-30829**

